

OCT 08 2006



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**FACSIMILE MESSAGE**

Date: **October 09, 2006**  
To: **Group Receptionist Art Unit 2625**  
Fax No.: **0011 1 571 273 8300**  
Subject: **United States Patent Application No. 09/693415**  
**Inventors/Assignors: Kia Silverbrook; Paul Lapstun**  
**Assignee: SILVERBROOK RESEARCH PTY LTD**  
Our Ref: **NPA011US**

Total Number of Pages (including this) : 3

Please find enclosed a response to the Office Action dated August 11, 2006 of Examiner Thierry L Pham.

Yours sincerely,

Kia Silverbrook

Paul Lapstun

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PTO/SB/21 (09-04)

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|   |                      |                        |          |
|---|----------------------|------------------------|----------|
| <b>TRANSMITTAL<br/>FORM</b><br><br>(to be used for all correspondence after initial filing) | Application Number   | 09/693415              |          |
|   | Filing Date          | 20 October 2000        |          |
|   | First Named Inventor | Kia Silverbrook        |          |
|   | Art Unit             | 2625                   |          |
|   | Examiner Name        | Thierry L Pham         |          |
| Total Number of Pages in This Submission  | 1                    | Attorney Docket Number | NPA011US |

| ENCLOSURES (Check all that apply)   |   |   |
|---|---|---|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Reply to Missing Parts/<br>Incomplete Application<br><input type="checkbox"/> Reply to Missing Parts<br>under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br><input type="checkbox"/> Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____<br><input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC<br><input type="checkbox"/> Appeal Communication to Board<br>of Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC<br>(Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input type="checkbox"/> Other Enclosure(s) (please identify<br>below): |
| Remarks<br>Email: kia.silverbrook@silverbrookresearch.com<br>Telephone: 61-2-9818 6633<br>Facsimile : 61-2-9555 7762  |   |   |

## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

|              |                               |          |  |
|--------------|-------------------------------|----------|--|
| Firm Name    |                               |          |  |
| Signature    | <i>W2 P 2</i>                 |          |  |
| Printed name | Kia Silverbrook, Paul Lapstun |          |  |
| Date         | October 9, 2006               | Reg. No. |  |

## CERTIFICATE OF TRANSMISSION/MAILING

|   |                               |      |                 |
|---|-------------------------------|------|-----------------|
| I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below: |                               |      |                 |
| Signature   | <i>W2 P 2</i>                 |      |                 |
| Typed or printed name   | Kia Silverbrook, Paul Lapstun | Date | October 9, 2006 |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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OCT 08 2006

**In the United States Patent and Trademark Office**

Serial Number: 09/693415  
Application. Filed: October 20, 2000  
Applicant: Kia Silverbrook; Paul Lapstun  
Application Title: Method and System for Advertising  
Examiner/GAU: Thierry L. Pham / 2625

Dated October 09, 2006  
At: Balmain, NSW  
Docket No. NPA011US

**AMENDMENT E**

Commissioner for Patents  
Washington, District of Columbia 20231

Dear Sir:

In response to the Office Action of August 11, 2006, please amend the above-identified application as follows:

**Amendments to the Claims** begin on page 2 of this paper. The Applicant submits that these amendments introduce no new matter.

**Remarks/Arguments** begin on page 5 of this paper.